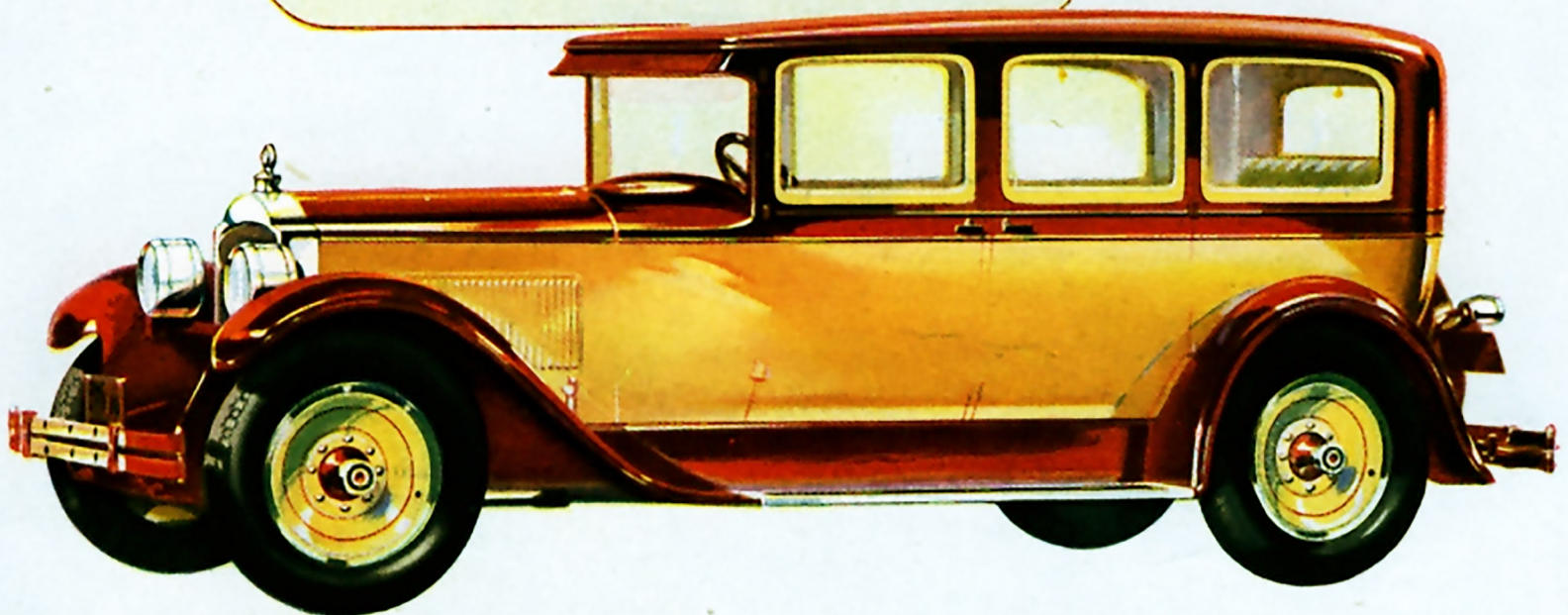




Greek artists depicted Hercules and Zeus on the dies cut to strike the gold coins of Alexander's world empire (300 B. C.)



PACKARD die cutters apply an ancient art with modern precision in making the dies for Packard forgings and stampings. Their work must be perfect that Packard parts may be perfect.

Fine materials and facilities alone could not maintain the Packard's reputation as the world's best built car. The talent, skill and experience, which for over a generation Packard has gathered and fostered in its men, are still more important.

Engineering genius, skilled craftsmen, long experience—these money cannot duplicate. They enable Packard to design and fabricate a car of watch-like precision, supreme beauty and lasting service.

Packard has never built a finer car, in design, materials or workmanship, than today's Packard Six. Yet the sedan, because it is the world's largest selling truly fine car, now costs less than half its introductory price of seven years ago.

P A C K A R D

ASK THE MAN WHO OWNS ONE